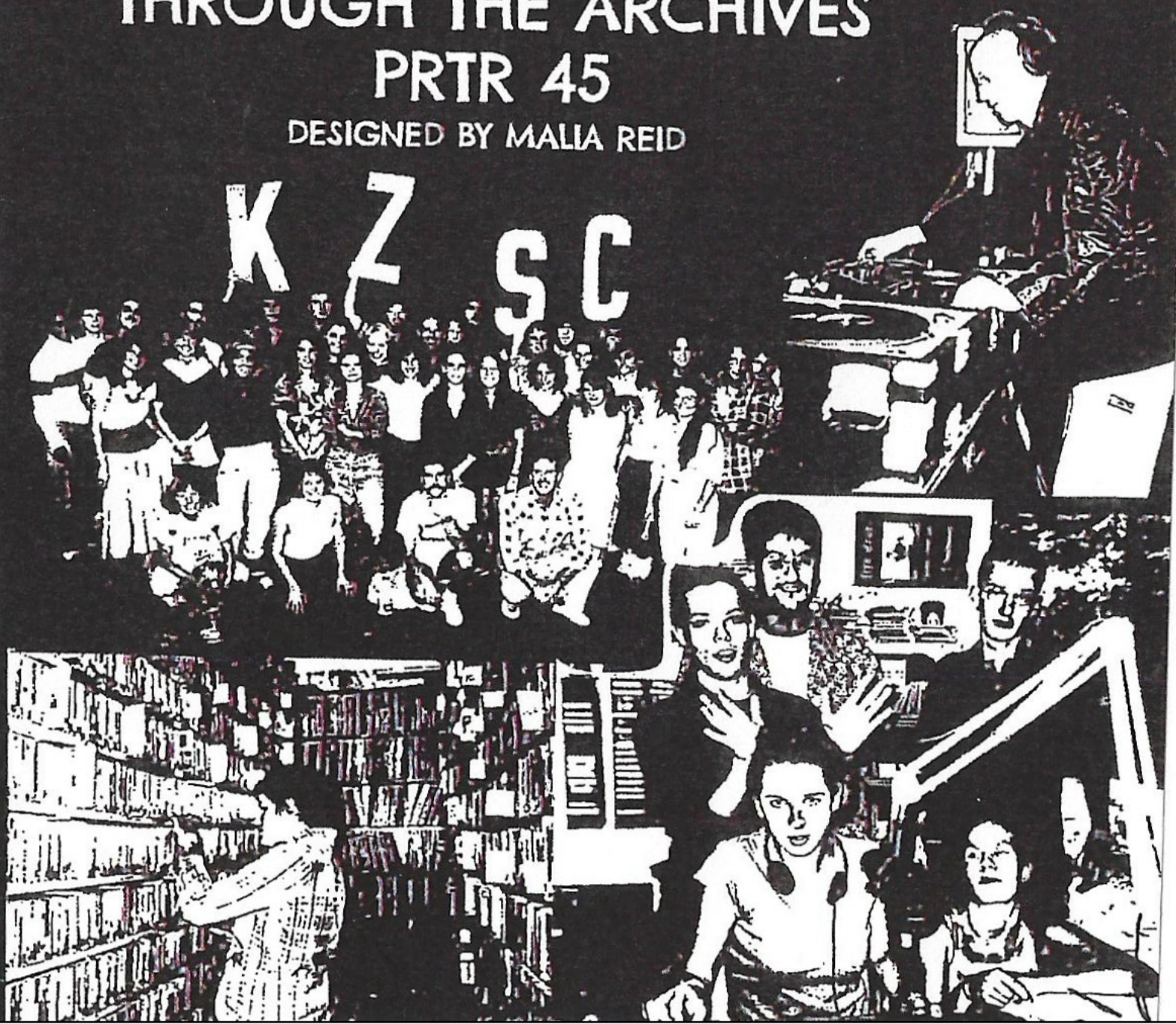
KZSC

88.1 FM

THROUGH THE ARCHIVES

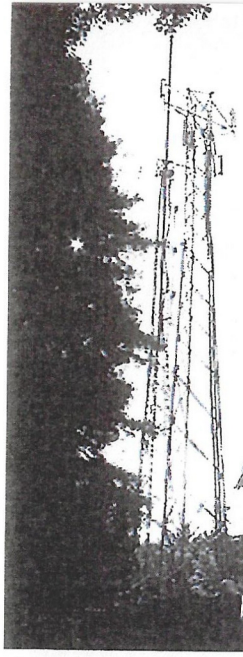
PRTR 45

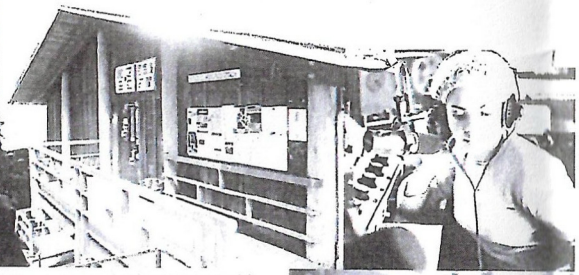
DESIGNED BY MALIA REID

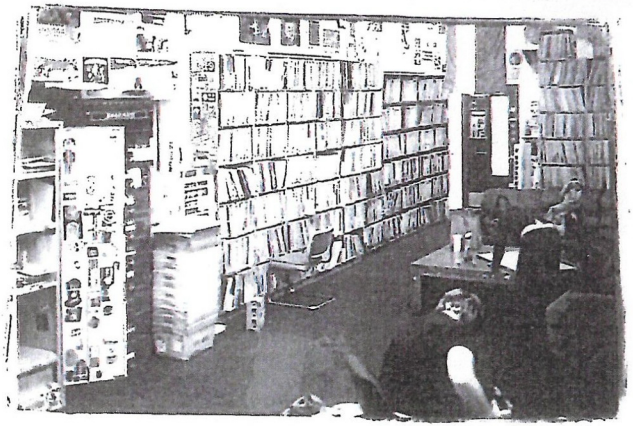


INTRO TO KZSC

Radio on the UCSC campus began in 1967 with KRUZ, a radio station that once functioned out of a Stevenson dorm room. In 1974, KRUZ became KZSC when a group of students received an FCC license to broadcast at 10 watts. Today, KZSC is a 20,000 watt FM radio station that educates and serves the local and student community by providing a 24/7 mix of music, information, and community-engaged conversation. For 55 years, KZSC has been a hub of creativity, community and collaboration from the students of UC Santa Cruz and the non-student volunteers. This zine highlights KZSC's history through archival ephemera, photographs, and visual art.







KZSC 88.1FM is a 20,000 watt FM radio station. The radio signal is broadcasted from a tower behind Crown college all the way to Soledad, more than 70 miles away. KZSC can be heard by more than 3 million people who live in our listening range, and even more people via an online stream (KZSC.org/listen).

On air, KZSC regularly highlights local events, creatives, businesses, and issues. Equal to on-air educational work, KZSC's major purpose is to teach students and community members to make media and to sustainably manage a nonprofit, community service organization.

1974 - 1984 1985 - 2000

2001 - 2025

KZSC 88.1
SANTA CRUZ
I'm listening to
KZSC 88.1FM
CALLER ID
KZSC
SANTA CRUZ
I ♥ KZSC

MISSION STATEMENT

KZSC is a noncommercial, educational, community radio station and student-run organization at UC Santa Cruz. At our core, we are curators, journalists, and advocates of inclusivity and the collaborative arts. We at KZSC share the goal of uplifting alternative and underrepresented voices in the media. This includes, but is not limited to: women; cultural, ethnic and racial minorities; people of all sexual orientations; gender identities; as well as seniors and those with disabilities.

As a volunteer-driven space, we are committed to creating a welcoming environment for all volunteers. Station-wide teamwork is fostered through open and transparent communication by KZSC's Student Governing Board. Through underwriting, PSAs, events and projects, we sustain symbiotic relationships with our local and campus communities. We aim to reflect our values in our internal operations and programming.

Our educational model views every member of our community as both teacher and student, ensuring that institutional and cultural knowledge is transferred between current staff, and to future programmers and journalists. KZSC promotes growth by training journalists and DJs to produce quality programs that are accurate, relevant, well-produced and regularly reviewed.

KZSC.ORG